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August 13, 1998

Ms. Magalie Roman Salas
Secretary
Federal Communications Commission
1919 M Street, NW, Room 222
Washington, D.C. 20554

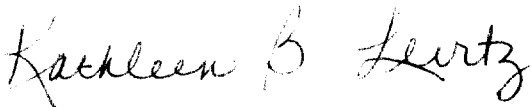
Re: Written Ex Parte in CC Docket No. 98-121

Dear Ms. Salas:

This is to inform you that BellSouth Corporation has submitted today a written ex parte to the staff of the Common Carrier Bureau's Policy and Program Planning Division. That ex parte sets forth additional information about the respondents to the survey upon which the M/A/R/C study submitted in support of BellSouth's second application for authority to provide in-region, interLATA services in Louisiana relies. This information has been submitted in response to a request from the staff of the Common Carrier Bureau.

Pursuant to Section 1.1206(a)(1) of the Commission's rules, we are filing two copies of this notice and that written ex parte presentation. Please associate this notification with the record of CC Docket No. 98-121.

Sincerely,



Kathleen B. Levitz

Attachment

cc: Carol Matthey

No. of Copies rec'd 0+1
List A B C D E

Kathleen B. Levitz
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August 13, 1998

Ms. Carol Matthey, Chief
Policy and Program Planning Division
Common Carrier Bureau
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

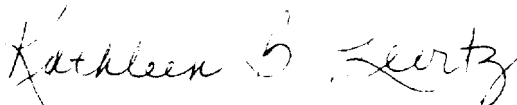
Written Ex Parte in CC Docket No. 98-121

Dear Ms. Matthey:

Mr. William Agee of your staff has requested that BellSouth submit additional information about the survey upon which the M/A/R/C study filed in support of BellSouth's application for authority to provide in-region, interLATA services in Louisiana on July 9, 1998 relies. In particular Mr. Agee asked BellSouth to indicate how many of the respondents to the survey answered each survey question and, of those respondents answering each question, how many fell into the "mostly business usage" category and the "mostly personal usage" category. Attached is the requested information. If after reviewing this information your staff has further questions on this subject, please call me at (202) 463-4113.

In compliance with Section 1.1206(a)(1) of the Commission's rules, we have today filed with the Secretary of the Commission two copies of this written ex parte presentation and requested that it be associated with the record of CC Docket No. 98-121.

Sincerely,



Kathleen B. Levitz

Attachment

cc: Mr. William Agee
Ms. Andrea Kearney

M/A/R/C Research
Study Number 9800952

7 Apr 98
Table 1

1a) And, where did you see our ad?

	Total

Base - TOTAL RESPONDENTS	202
NEWSPAPER	
The Times-Picayune	169 83.7
Gambit	13 6.4
Other	14 6.9
Don't know/Don't remember	6 3.0

M/A/R/C Research
Study Number 9800952

7 Apr 98
Table 2

4) Who is your current PCS provider?

	Total

Base - TOTAL	202
RESPONDENTS	
CURRENT PCS PROVIDER	
PrimeCo	96
	47.5
Sprint PCS	106
	52.5

PCS VERSUS WIRELINE RESEARCH - LOUISIANA

M/A/R/C Research
Study Number 9800952

7 Apr 98
Table 3

5) For how long have you been a customer with (SPRINT PCS/PRIMECO)?

	Total

Base - TOTAL	202
RESPONDENTS	

PCS CUSTOMER TENURE

One month or less	12
	5.9
Over one month but less than 3 months	25
	12.4
Three months but less than 6 months	55
	27.2
Six months but less than 9 months	35
	17.3
Nine months but less than 1 year	34
	16.8
One year but less than 3 years	41
	20.3
Three years or more	-
	-

M/A/R/C Research
Study Number 9800952

7 Apr 98
Table 4

6) Approximately what percent of the time do you use your mobile phone for business reasons and for personal reasons. Your responses need to total 100%.

	Total

Base - TOTAL RESPONDENTS	202
PERCENT BUSINESS	
0	44 21.8
1-10	14 6.9
11-20	10 5.0
21-30	23 11.4
31-40	16 7.9
41-50	38 18.8
51-60	7 3.5
61-70	8 4.0
71-80	21 10.4
81-90	11 5.4
91-99	3 1.5
100	7 3.5
Mean	39.74
Std.Dev.	31.40
Std.Err.	2.21

M/A/R/C Research

Study Number 9800952

7 Apr 98

Table 5

6) Approximately what percent of the time do you use your mobile phone for business reasons and for personal reasons. Your responses need to total 100%.

	Total

Base - TOTAL RESPONDENTS	202
PERCENT PERSONAL	

0	7 3.5
1-10	13 6.4
11-20	13 6.4
21-30	16 7.9
31-40	8 4.0
41-50	38 18.8
51-60	12 5.9
61-70	13 6.4
71-80	22 10.9
81-90	12 5.9
91-99	4 2.0
100	44 21.8
Mean	60.26
Std.Dev.	31.40
Std.Err.	2.21

M/A/R/C Research
Study Number 9800952

7 Apr 98
Table 6

7) Who pays your monthly mobile bill, you, your company, or both?

	Total -----
Base - TOTAL RESPONDENTS	202
WHO PAYS BILL	
Customer pays	166 82.2
Company pays	19 9.4
Both	17 8.4

PCS VERSUS WIRELINE RESEARCH - LOUISIANA

M/A/R/C Research
Study Number 9800952

7 Apr 98
Table 7

8) Think back to when you first signed up for mobile service with (SPRINT PCS/PRIMECO). Which one of the following five statements BEST describes why you chose mobile service with (SPRINT PCS/PRIMECO)? (READ LIST)

	Total -----
Base - USE 51%+ FOR PERSONAL REASONS	107
REASON CHOSE CARRIER	
I wanted to replace my residential wireline phone with mobile service for all voice communications	6 5.6
I wanted to add another line at home and decided to add mobile service instead of another wireline	5 4.7
I was getting phone service for the first time for my residence and decided to use mobile service instead of wireline service	4 3.7
I wanted a mobile option in addition to my residential wireline phone, and decided to add mobile service	59 55.1
I wanted to replace my current cellular service with this mobile service	22 20.6
(DO NOT READ) None of the above	11 10.3

PCS VERSUS WIRELINE RESEARCH - LOUISIANA

M/A/R/C Research

Study Number 9800952

7 Apr 98

Table 8

9) Now, I'm going to read six statements that may or may not describe how you use your (SPRINT PCS/PRIMECO) service for reasons other than business. As I read each statement, please tell me if that statement describes you or not. (READ LIST. PAUSE AFTER EACH. ENTER CORRECT CODE FOR EACH "YES" RESPONSE).

Total

Base - USE 51%+ FOR 107
PERSONAL REASONS

BEST DESCRIPTION

I use the mobile 11
service as the 10.3
primary telephone in
my home

I use the mobile 50
service to make 46.1
calls when I am at
home, in addition to
using a regular
wireline telephone

I use the mobile 19
service to receive 17.8
calls at home,
instead of having
callers dial my
wireline telephone

I use the mobile 107
service to make 100.0
calls when I am away
from home, instead
of using a payphone
or calling card

I use the mobile 90
service to make 84.1
calls when I am away
from home, instead
of using the
wireline phone of a
friend, business
associate, etc.

M/A/R/C Research
Study Number 9800952

7 Apr 98
Table 8

9) Now, I'm going to read six statements that may or may not describe how you use your (SPRINT PCS/PRIMECO) service for reasons other than business. As I read each statement, please tell me if that statement describes you or not. (READ LIST. PAUSE AFTER EACH. ENTER CORRECT CODE FOR EACH "YES" RESPONSE).

Total

Base - USE 51%+ FOR 107
PERSONAL REASONS

BEST DESCRIPTION _____

I use the mobile 96
service to receive 89.7
calls when I am away
from home

(DO NOT READ) None -
of the above -

M/A/R/C Research
Study Number 9800952

7 Apr 98
Table 9

10) Think back to when you first signed up for mobile service with (SPRINT PCS/PRIMECO). Which one of the following five statements BEST describes why you chose mobile service with (SPRINT PCS/PRIMECO)? (READ LIST)

	Total

Base - USE 50%+ FOR BUSINESS REASONS	95
REASON CHOSE CARRIER	
I wanted to replace my business wireline phone with mobile service for all voice communication	4 4.2
I wanted to add another line at work and decided to add mobile service instead of another wireline	4 4.2
I was getting phone service for the first time for my work and decided to use mobile service instead of wireline service	9 9.5
I wanted a mobile option in addition to my business wireline phone, and decided to add mobile service	32 33.7
I wanted to replace my current cellular service with this mobile service	38 40.0
(DO NOT READ) None of the above	8 8.4

PCS VERSUS WIRELINE RESEARCH LOUISIANA

M/A/R/C Research

Study Number 9800952

7 Apr 98

Table 10

11) Now, I'm going to read five statements that may or may not describe how you use your (SPRINT PCS/PRIMECO) service for business reasons.

As I read each statement, please tell me if that statement describes you or not. (READ LIST. PAUSE AFTER EACH. ENTER CORRECT CODE FOR EACH "YES" RESPONSE).

Total

Base - USE 50%+ FOR 95
BUSINESS REASONS

BEST DESCRIPTION

I use the mobile 41
service as my 43.2
primary business
telephone

I use the mobile 50
service as a second 52.6
telephone at work,
in addition to a
wireline phone

I use the mobile 89
service to receive 93.7
calls when I am away
from my workplace

I use the mobile 93
service to make 97.9
calls when I am away
from my workplace,
instead of using a
payphone or calling
card

I use the mobile 79
service to make 83.2
calls when I am away
from my workplace,
instead of using the
wireline phone of a
friend, business
associate, etc.

(DO NOT READ) None -
of the above -

M/A/R/C Research
Study Number 9800952

7 Apr 98
Table 11

8) Think back to when you first signed up for mobile service with (SPRINT PCS/PRIMECO). Which one of the following five statements BEST describes why you chose mobile service with (SPRINT PCS/PRIMECO)? (READ LIST)
10) Think back to when you first signed up for mobile service with (SPRINT PCS/PRIMECO). Which one of the following five statements BEST describes why you chose mobile service with (SPRINT PCS/PRIMECO)? (READ LIST)

	Total

Base - TOTAL	202
RESPONDENTS	

REASON CHOSE CARRIER (TOTAL)

I wanted to replace my wireline phone with mobile service for all voice communication	10 5.0
I wanted to add another line at home or work and decided to add mobile service instead of another wireline	9 4.5
I was getting phone service for the first time for my home or work and decided to use mobile service instead of wireline service	13 6.4
I wanted a mobile option in addition to my residence or business wireline phone, and decided to add mobile service	91 45.0
I wanted to replace my current cellular service with this mobile service	60 29.7
(DO NOT READ) None of the above	19 9.4

PCS VERSUS WIRELINE RESEARCH - LOUISIANA

M/A/R/C Research
Study Number 9800952

7 Apr 98
Table 12

13) These last few questions are just to divide our interviews into groups. Into which of the following categories does your age fall? Are you (READ LIST)?

	Total

Base - TOTAL RESPONDENTS	202
AGE _____	
Under 18	1 0.5
18 to 24	20 9.9
25 to 34	74 36.6
35 to 44	63 31.2
45 to 54	32 15.8
55 to 64	9 4.5
or, 65 and over	3 1.5
(DO NOT READ) Refused	- -

M/A/R/C Research
Study Number 9800952

7 Apr 98
Table 13

15) What is your occupation?

	Total

Base - TOTAL RESPONDENTS	202
OCCUPATION	
Professional	47 23.3
Salesman/Inside salesman	24 11.9
Managerial/Officials	22 10.9
Clerical	21 10.4
Service worker	15 7.4
Semi-Professional	13 6.4
Technical	10 5.0
Laborer	9 4.5
Outside/Professional	7 3.5
Student	6 3.0
Engineer	5 2.5
Craftsman/Foreman	5 2.5
Semi-skilled	5 2.5
Retired	4 2.0

PCS VERSUS WIRELINE RESEARCH - LOUISIANA

M/A/R/C Research
Study Number 9800952

7 Apr 98
Table 13

15) What is your occupation?

	Total

Base - TOTAL RESPONDENTS	202
OCCUPATION	
Housewife	3 1.5
Military	2 1.0
Farm	- -
Unemployed	- -
Other (SPECIFY)	4 2.0
Don't know/Prefer not to answer	- -

M/A/R/C Research
Study Number 9800952

7 Apr 98
Table 14

18) (ENTER SEX)

	Total

Base - TOTAL RESPONDENTS	202
SEX	
Male	109 54.0
Female	93 46.0

PCS VERSUS WIRELINE RESEARCH - LOUISIANA

M/A/R/C Research

Study Number 9800952

7 Apr 98

Table 15

19) And, finally, you are one of just a few PCS customers we'd like to invite to participate in a brief follow-up interview to this one.

Would you be willing to do the follow-up interview?

	Total

Base - TOTAL RESPONDENTS	32
INVITATION	
Yes	31 96.9
No	1 3.1

M/A/R/C Research
Study Number 9800952

7 Apr 98
Table 16

20) Thank you. While I have you on the phone, I want to go ahead and schedule the time for the follow-up interview. Is there a better day of the week for you? Is a day time or an evening time better for you? (INTERVIEWER: REFER TO SCHEDULE. SCHEDULE THE FOLLOW-UP INTERVIEW TO BE AS SOON AS POSSIBLE IN THE NEXT DAY OR TWO. ONCE RESPONDENT IS SCHEDULED, LET SUPERVISOR KNOW IMMEDIATELY AFTER YOU HANG-UP, SO THAT NO ONE ELSE IS SCHEDULED FOR THAT TIME TOO.)

	Total

Base - AGREE TO PARTICIPATE	31
ABLE TO SCHEDULE	-----
Scheduled	31
	100.0
Unable to schedule	-
	-